



Women, Infants, and Children Program

2012 WIC Participation Survey Report



**Indiana State
Department of Health**
An Equal Opportunity Employer

Table of Contents

Acknowledgments	3
Introduction.....	4
Methodology	4
Results	5
Section One: Background and Demographics	5
Section Two: Foods and Store Experience	6
Section Three: Technology	9
Section Four: Clinic Experience	11
Conclusion	14
Appendix A: Statewide WIC Survey Results, English and Spanish	15
Appendix B: WIC Participation Survey	27

Acknowledgements

We would like to thank the Indiana WIC clinics for their valuable assistance in distributing the surveys to participants and returning the completed surveys in a timely manner.

We also would like to extend our thanks to the following individuals for their assistance with developing the survey questionnaire, data entry, and editorial reviews:

Jill K. Baber
Bobbi Carter
Kelsey Gurganus, MPH
Jessica Mullin, MPH
Jennifer Pearson
Pam Pontones, MA
Sarah Renner, MPH, MBA
Matthew Ritchey, PT, DPT, OCS, MPH
Cheryl Thomas
Karen Thomas, RD, CD
Stephanie Thomas, RD, CD
Helmneh Sineshaw, MD, MPH
Eldon Whetstone, JD
Tiffany Young, MPH

This report was prepared by Aigul Amankeldi, MPA, MPH and Lisa Eastcott, MPH.

For questions or copies, please contact:

Aigul Amankeldi, WIC Epidemiologist
Indiana State Department of Health
2 North Meridian Street, 8-B
Indianapolis, IN 46204
Phone: (317) 234-3858
Fax: (317) 233-5609
AAmankeldi@isdh.in.gov

Introduction

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federally funded program designed to provide services to low-income pregnant, postpartum and breastfeeding women, infants, and children up to 5 years of age who are at risk for health or nutrition problems. The WIC program has existed for nearly 40 years and has proved to be a cost-effective public health program. The Indiana WIC program serves an average of 168,000 Hoosiers monthly through a statewide network of 145 WIC clinics. Among Indiana WIC participants, over half (51.2%) are children, 25.2% are infants less than one year of age, and 23.6% are women.

As part of continuing efforts to improve WIC services and program implementation, the United States Department of Agriculture (USDA) recommends the conduction of annual or biennial surveys to determine the extent of participant satisfaction with WIC services. In keeping with these recommendations, the Indiana WIC Office administered the survey for a two-week time period during mid-summer of 2012. The purpose of this survey was to explore the experiences and characteristics of WIC participants from their perspective and to evaluate the program performance for developing strategies that would support and enhance WIC services in Indiana.

Methodology

This survey used a cross-sectional design and a convenience sample of WIC participants, parents, or caretakers of a child using WIC services. The WIC clinic staff was asked to offer the survey to all clients from June 11 through June 22, 2012, either as a paper-based or online survey. Some WIC clinics chose to set up a clinic computer and have participants complete the online survey at the clinic. If a computer was not available, participants were offered a paper-based survey to complete while waiting. However, in many clinics, participants could take the survey in the format of their choice. Both versions of the survey were offered in English and Spanish. Staff was instructed to remain neutral and refrain from providing assistance to participants taking the survey. Survey participation was completely voluntary for participants.

WIC participants were asked questions addressing topics such as grocery store and food experiences, social media and technology use, and clinic experiences. The final survey contained 34 questions in four categories as shown in Table 1. Most of the questions were multiple choice or “check all that apply”; some had the option to write in an additional comment, and two questions were open-ended. See Appendix B for the full survey.

Table 1. Question Categories for 2012 WIC Participation Survey

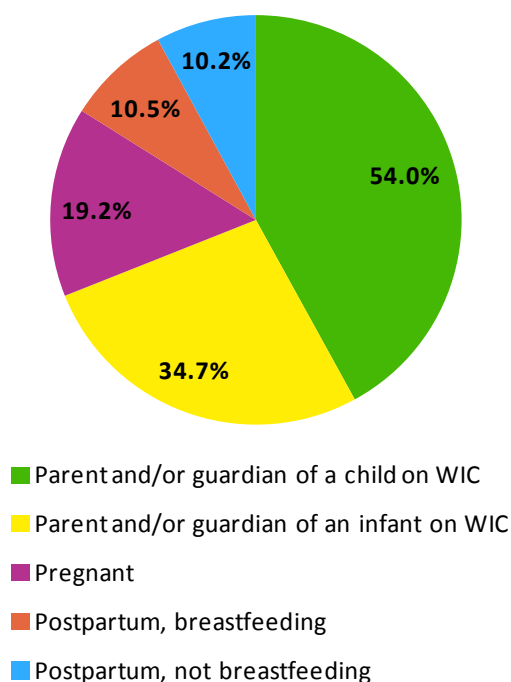
Question Category	Number of Questions
Demographics	7
Foods and store experience	8
Technology	7
Clinic Experience	12

The first section of the questionnaire, *Demographics*, was designed to identify the characteristics of the respondents. Information collected included the clinic name respondents regularly visit, respondent's WIC status, age, level of education, home zip code, and race/ethnicity. In section two, *Foods and Store Experience*, the participants were asked a series of questions about their experiences using WIC checks, the store(s) where they most frequently shop, challenges they face at the store, and healthy changes they have made since using WIC services. The purpose of section three, *Technology*, was to identify current technology use by WIC participants in Indiana and to identify types of technology participants would like to use when interacting with WIC programs. Section four, *Clinic Experience*, was designed to evaluate the WIC services by examining staff phone courtesy, respectful and welcoming clinic environment, receptiveness and helpfulness of staff, and overall rating of quality of services provided. To evaluate the clinic operations, the participants were asked questions about waiting times and if they were taken to a private setting while discussing personal questions. To gauge the overall quality of services provided, participants were asked how happy they were with the services overall. A five-point Likert scale of 'very happy', 'happy', 'somewhat happy', and 'not happy' was used for this question. The SAS 9.2 version was used for data analysis. Descriptive statistics consisted of frequencies and percentages for the categorical variables and means for the numeric variables.

Results (detailed results may be found in Appendix A)

Section One: Background and Demographics

Figure 1.
Q1. WIC Status (Check all that apply.)



A total of 4,911 respondents completed this survey; 19.2% of the respondents were pregnant women, 10.5% were breastfeeding mothers, 10.2% were non-breastfeeding mothers, 34.7% were parents and/or guardians of an infant receiving WIC services, and 54.0% were parents and/or guardians of a child receiving WIC services (Figure 1). Of these, 469 respondents completed the Spanish version, and 395 respondents completed the online version. Completed surveys were received from 47 of the 49 local WIC agencies. The average age of the respondents was 27.4 years (± 7.4) ranging from 14 to 73 years. The majority of respondents were White (72.6%). Almost one fifth of the respondents were African American (17.8%), 2.0% were Native American, 0.8% were Asian, and 10.5% reported being other (respondents had the option to write in their race). The distribution

of race among survey respondents is reflective of the racial distribution among all Indiana WIC participants. Almost one fifth of the respondents (17.6%) identified themselves as Hispanic. Of the highest education level completed, 4.6% reported eighth grade or less, 18.1% reported ninth to eleventh grade, 35.4% reported receiving a high school diploma or GED, 3.4% reported completing trade or technical school, 26.9% reported some college, and 11.6% reported college graduate or higher. The majority of participants (77.3%) reported having at least a high school diploma or GED. This number was substantially lower for those who completed the survey in Spanish (43.1%) than for those who completed the survey in English (77.3%). Demographic characteristics of the sample are listed in Appendix A.

Section Two: Foods and Store Experience

Did the clinic staff explain how to use the WIC checks?

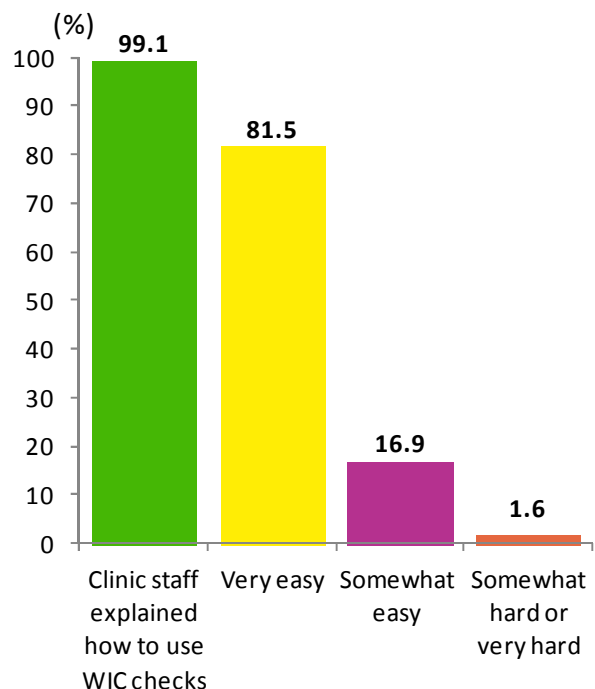
Nearly all (99.1%) respondents stated that the clinic staff explained how to use WIC checks (Figure 2). The number of respondents who positively answered this question was slightly lower for those who completed the survey in Spanish (98.9%) than for those who completed it in English (99.1%).

How easy is it for you to use your WIC checks?

Most respondents (85.3%) didn't find using the checks to be hard. The majority (81.5%) of respondents felt that using the WIC checks is very easy, 16.9% of them indicated that using the checks is somewhat easy, and 1.5% said that it is somewhat hard. Very few (0.1%) respondents said that using the WIC checks is very hard (Figure 2). Fewer respondents who completed the survey in Spanish indicated that the checks were very easy to use (77.4%) compared to those who completed the survey in English (81.9%).

Figure 2.

Q8. Did the clinic staff explain how to use the WIC checks? Q9. How easy is it for you to use your WIC checks?



If using WIC checks is hard, what is it that makes them difficult to use? (Check all that apply.)

Of those that found WIC checks hard to use, 3.2% felt that there are too many checks, 2.1% said that there are too many foods listed on the checks, and 1.3% of respondents indicated that a lack

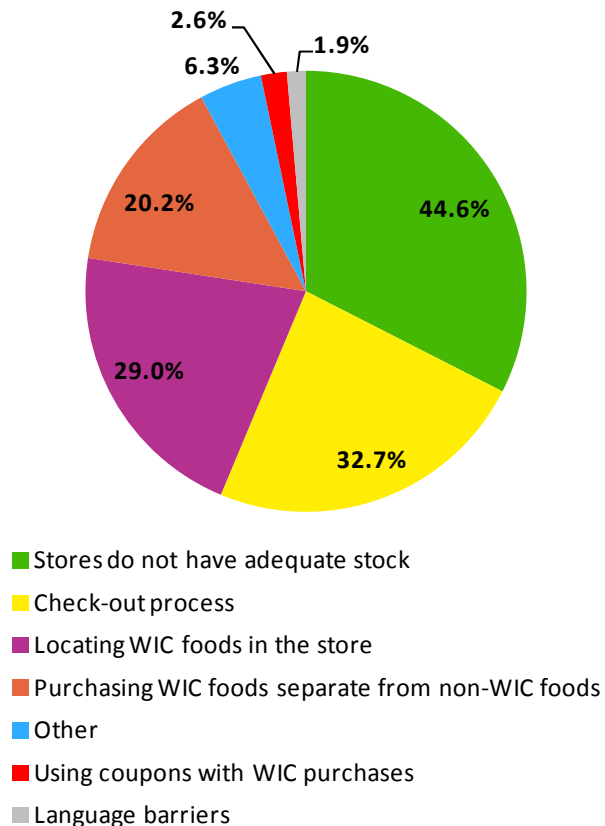
of cashier knowledge and skills, and often their attitude, makes the WIC checks difficult to use. Approximately 1% of the respondents stated that a lack of shelf tags for WIC approved foods at the stores causes a problem and less than 1% of respondents indicated that the staff never explained how to use checks or the words on the checks being too small make them difficult to use.

Are the foods listed on the food card easy to find in stores?

The majority (62.1%) of respondents reported that it is easy to find foods listed on the food card in the stores, just over one-third (35.8%) indicated that it is only sometimes easy, and 2.1% of respondents reported that locating the WIC foods in stores is not easy. Fewer respondents who completed the survey in English reported that it was easy to find the foods listed on the food card in the store (61.3%) compared to those who completed the survey in Spanish (70.6%).

Figure 3.

Q12. As a WIC customer at the grocery store, what challenges do you face? (Check all that apply.)



As a WIC customer at the grocery store, what challenges do you face? (Check all that apply.)

Close to half (44.6%) of the respondents reported that stores do not have adequate stock of items they need, almost one-third (32.7%) of respondents indicated that the checkout process is challenging, 29.0% of the respondents reported difficulties with locating WIC foods in the store, and 20.2% experienced difficulties with purchasing WIC foods separately from non-WIC foods. A smaller portion (2.6%) of participants indicated that using coupons with WIC purchases is challenging, and 1.9% had difficulties due to language barriers. Respondents who completed the

survey in English found stores not having adequate stock of items (46.2%) and the check-out process (33.8%) more challenging than those who completed the survey in Spanish (27.1% and 19.6% respectively, whereas those who completed the survey in Spanish found language barriers (19.6%) much more challenging than those who completed the survey in English (0.3%).

Where do you most frequently shop? (Check one.)

Almost half (46.5%) of the respondents most frequently shop at Wal-Mart, 38.4% at Kroger, 8.9% at Meijer, 4.9% at Marsh, and over one-fifth (23.2%) of the respondents shop at other chain or independent grocery stores, drug store, or pharmacy.

How can WIC make fruit and vegetable vouchers easier to use?

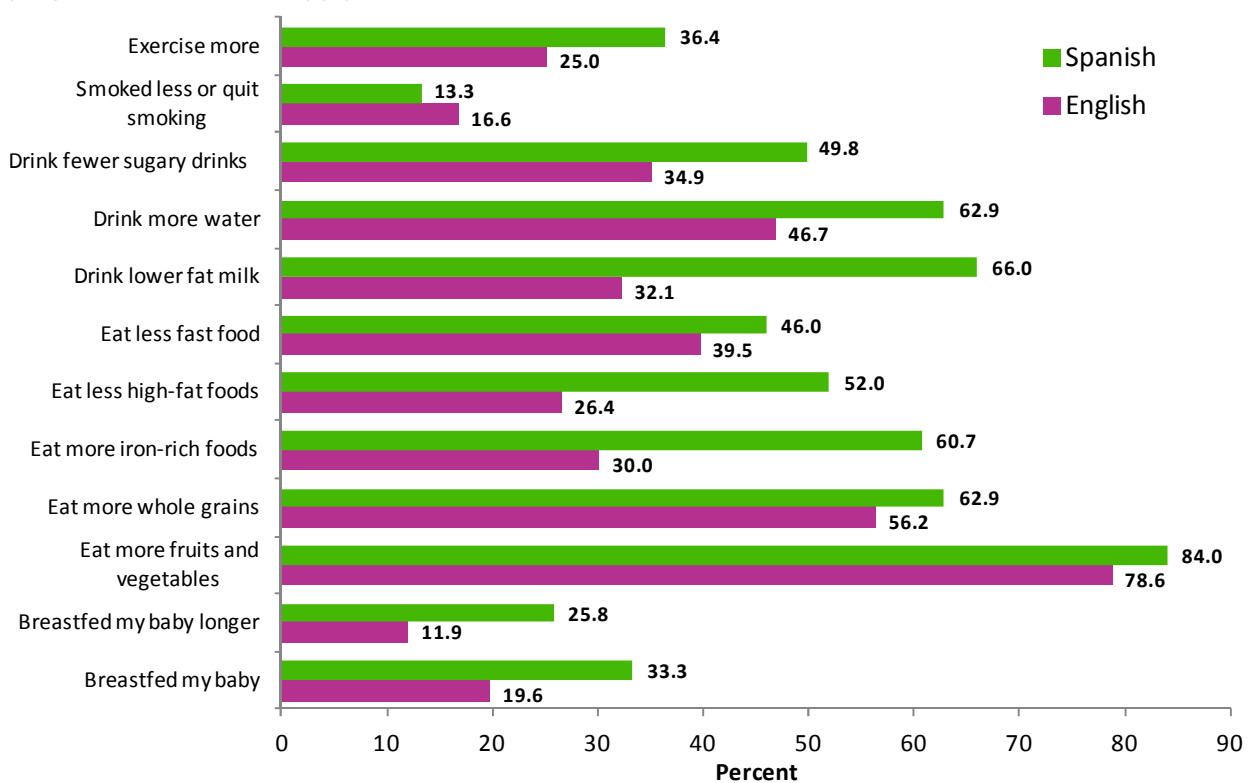
Nearly half (48.0%) of respondents chose to make a comment or suggestion on how WIC programs can make fruit and vegetable vouchers easier to use. Of those who commented, the majority (65.8%) reported that the vouchers are easy to use as they are, 10.2% suggested providing more specific information on what fruits or vegetables are allowed and/or putting the allowable amount in pounds rather than in dollars, 5.2% suggested increasing the dollar amount, and 4.1% requested more variety of fruits and vegetables. Other suggestions included replacing WIC vouchers with an EBT card (2.0%), 1.6% suggested using more visible shelf tags for WIC approved fruits and vegetables, 1.3% suggested separating dollar amounts between multiple vouchers, 1.1% suggested combining household fruit and vegetable vouchers into one, and 0.8% suggested addressing cashiers attitude/skills.

What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)

Overall, 98.0% of respondents reported making at least one healthy change to their lifestyles as a result of participating in the Indiana WIC program, with the majority of participants reporting more than one change. The most commonly mentioned healthy change was an increase in fruit and vegetables consumption (79.1%); more than half (56.8%) of the respondents reported consuming more whole grains, 48.2% reported drinking more water, and 40.1% reported eating less fast food. More than one-third of respondents reported drinking fewer sugary drinks (36.3%) and lower fat milk (35.3%), 32.9% said that they started eating more iron-rich foods, 28.8% reported eating less high-fat foods, and 26.1% reported exercising more. More than one-fifth (21.0%) reported breastfeeding, 17.6% reported getting their children immunized, 16.2% reported smoking less or quitting smoking, and 13.2% decided to breastfeed longer than planned. There were significant differences between respondents who completed the survey in Spanish and those who completed it in English. For all healthy changes, except for smoking less or quitting smoking, respondents who completed the survey in Spanish reported much higher percentages of change compared to those who completed it in English (Figure 4). Those that completed the survey in Spanish were more than twice as likely to report the following healthy changes: breastfeeding their baby longer (25.8% vs. 11.9%); eating more iron rich foods (60.7% vs. 30.0%); eating less high-fat foods (52.0% vs. 26.4%); drinking lower fat milk (66.0% vs. 32.1%); and getting their children immunized (38.7% vs. 15.4%).

Figure 4.

Question 15. What changes have you and your family made after you began participating in the WIC program? (Check all that apply.)



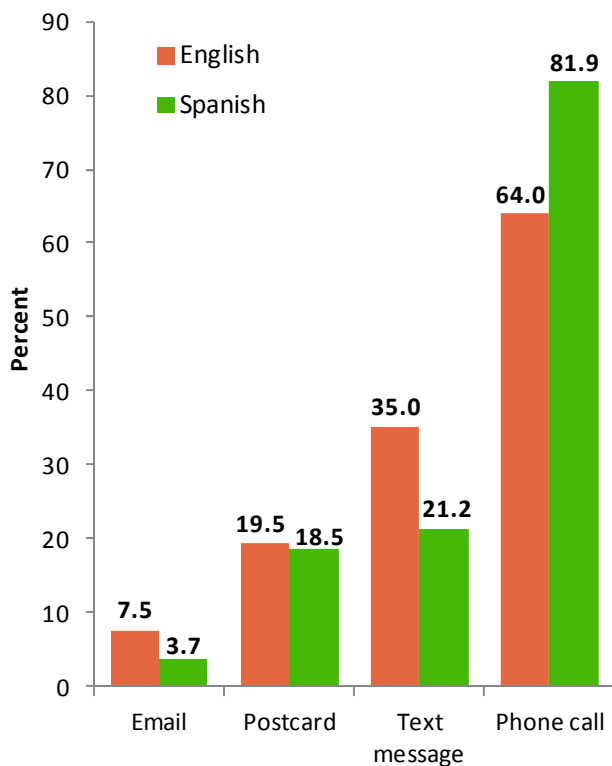
Section Three: Technology

How would you like to be reminded about your WIC appointments?

More than half (65.7%) of respondents indicated a phone call as a preferred way of reminding them about WIC appointments, 33.7% preferred text messages, 19.4% preferred a postcard, and 7.2% preferred an e-mail. While the majority of respondents preferred a phone call, more respondents who completed the Spanish version said they would like to be reminded by phone call (81.9%) compared to those who completed the English version (64.0%), whereas more respondents who completed the survey in English said they would prefer a text message (35.0%) compared to those who completed it in Spanish (21.2%). (Figure 5).

How would you like to receive information from WIC? (Check all that apply.)

The most preferred way of receiving information from WIC was brochures or pamphlets (48.1%), followed by a phone call (37.6%), text message (29.8%), e-mail (23.9%), one-on-one contact (17.8%), classes (10.9%), Internet (9.6%), and DVD/video (6.1%). More respondents who completed the English version of the survey preferred to receive information from WIC

Figure 5.**Q16. How would you like to be reminded about your WIC appointments?**

programs via technology such as e-mail (25.5%), text message (31.1%), or the Internet (10.0%) compared to those who completed the Spanish version (7.8%, 16.9%, and 5.8% respectively); while those who completed the survey in Spanish preferred the use of brochures or pamphlets (66.4%) more than those who completed the survey in English (46.2%).

How often do you use the following types of technology/social media?

The vast majority (94.6%) of respondents use text messaging, with 77.7% of respondents using it every day. Facebook use was reported by 85.4% of the respondents, with over half of them (51.7%) using it every day. E-mail use was reported by 82.5% of respondents and very few reported using social media such as blogging (21.2%) or Twitter (15.4%).

Where do you normally access the Internet?

More than half (62.3%) of respondents indicated having Internet access at home, 44.2% of respondents normally access the Internet on cell phone or Smartphone, 14.0% of respondents access it at friend or family's house, 12.4% at a public library, 8.4% at work, 6.5% at school, and 4.7% of respondents do not have Internet access.

Do you own a Smartphone (i.e., iPhone/Android/Blackberry)?

Among all respondents, almost half (48.3%) of respondents reported owning a Smartphone. There was a significant difference between the English and Spanish respondents: 50.5% of those who completed the survey in English reported owning a Smartphone, while just 25.7% of those who completed the survey in Spanish reported owning one.

Have you ever visited the Indiana State Department of Health WIC Web site (www.wic.in.gov)?

Only a quarter (25.0%) of respondents had visited the Indiana State Department of Health Web site.

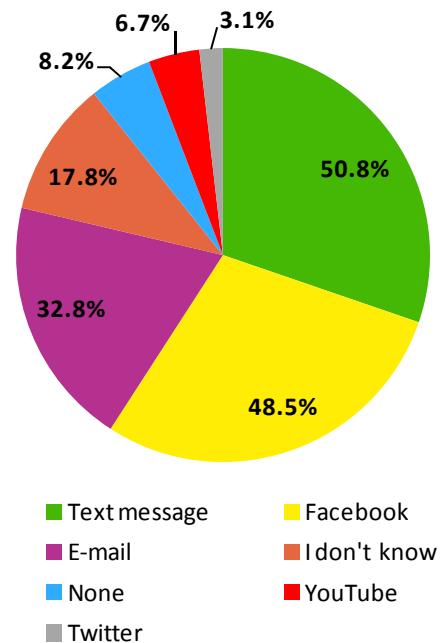
Would you use the following WIC resources if they were available? (Check all that apply.)

More than half (50.8%) of respondents said they would use text messaging as a WIC resource if it was available, 48.5% would use Facebook, 32.8% would use e-mail, 6.7% would use YouTube, and 3.1% would use Twitter. Only 8.2% of respondents indicated that they would not use any of the listed WIC resources and 17.8% did not know what they would use (Figure 6).

How do you typically get to the clinic?

Most (79.5%) respondents drive themselves to the WIC clinic, 22.1% get a ride, 4.6% walk, 3.2% use public transportation, and 1.0% of respondents use other means to get to the clinic.

Figure 6.
Q22. Would you use the following WIC resources if they were available? (Check all that apply.)



Section Four: Clinic Experience

Was the office staff pleasant to you on the telephone?

Almost all respondents (99.0%) indicated that the office staff was pleasant to them on the phone.

If you had your first clinic visit within the last year, did you receive your WIC checks at your first visit?

The majority (68.6%) of respondents indicated that they received WIC checks at their first visit, 1.7% reported that they did not receive their WIC checks at the first visit, and 29.7% stated that their first visit was not within the last year.

If you answered “No” to question 3, what was the reason you did not receive your WIC checks?

The most commonly reported reason of not receiving WIC checks at the first visit was not having all of the required paperwork (55.2%), followed by not bringing a child (9.0%), computer issue (4.5%), not having enough time (6.0%), and a short-staffed clinic (1.5%).

Do you/your child wait in the WIC clinic waiting room longer than 15 minutes?

The vast majority of respondents reported that they rarely (46.0%) or never (40.6%) wait in the WIC clinic waiting room longer than 15 minutes, 10.8% said that usually wait longer than 15 minutes, and 2.6% indicated that they always wait longer than 15 minutes (Figure 7).

Does the clinic atmosphere seem respectful and welcoming?

The WIC clinic atmosphere seemed respectful and welcoming for 98.0% of respondents, 0.9% were not happy with the clinic atmosphere, and 4.0% wrote a comment. Of those who left a comment, 69.4% left words of gratefulness and appreciation, 18.1% were not happy with the clinic staff attitude, 3.5% wished the clinic environment was more child-friendly, and 0.1% were not happy with the waiting time.

How does the clinic appear to you?

The clinic appeared clean and organized to 97.6% of respondents, 2.0% said that the clinic needed changes, and 3.1% of respondents wrote a comment. Of those who left a comment, 35.4% liked the clinic appearance, 28.0% suggested some changes, and 19.0% wished the clinic was more child-friendly.

Does the WIC staff listen to you/your child's concerns and seem interested in helping you/your child?

The majority (85.3%) of participants indicated that the clinic staff always listens to their

Figure 7.

Q27. Do you/your child wait in the WIC clinic waiting room longer than 15 minutes?

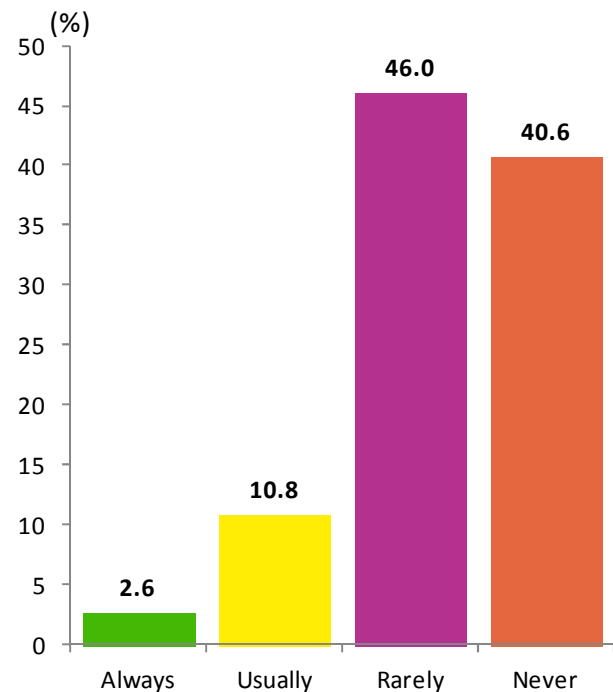
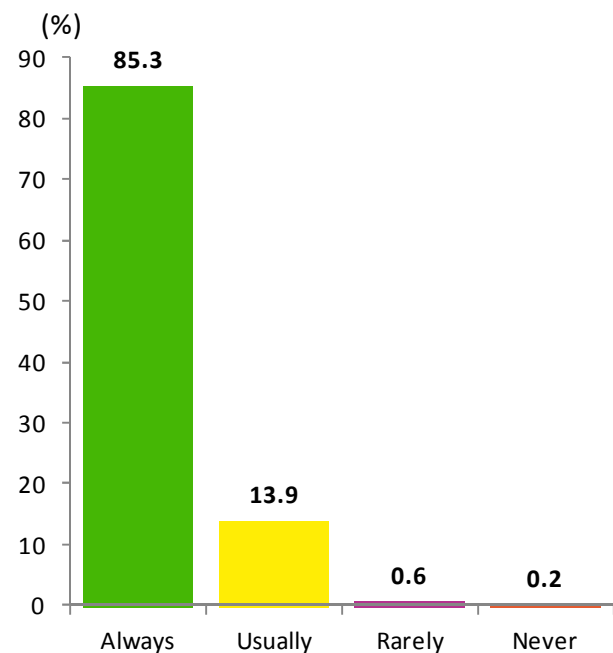


Figure 8.

Q30. Does the WIC staff listen to you/your child's concerns and seem interested in helping you/your child?



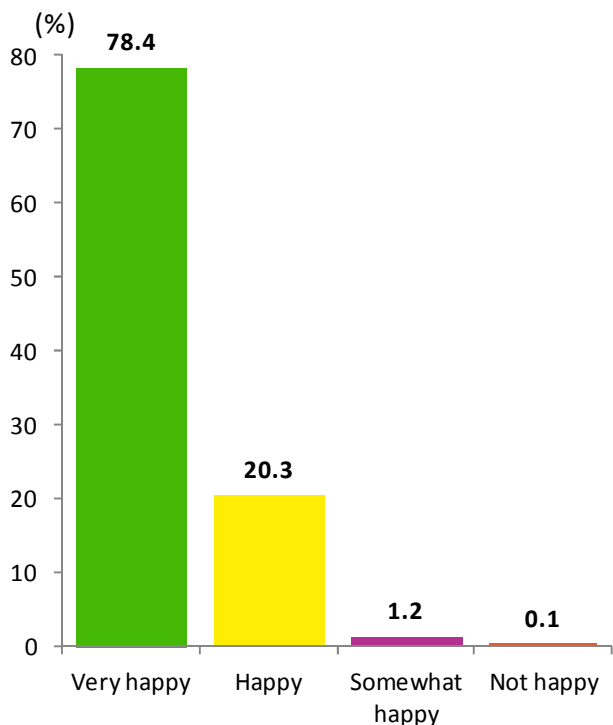
concerns and seems interested in helping, 13.9% of respondents stated that the WIC staff usually listens to their concerns and seems interested, and a small portion of respondents reported that the staff rarely (0.6%) or never (0.2%) listens to their concerns and seems interested in helping (Figure 8). Slightly fewer respondents who completed the survey in Spanish reported that the staff always or usually listens to their concerns and seems interested in helping (97.9%) compared to those who completed the survey in English (99.3%).

Do you feel comfortable asking the staff questions?

Nearly all (97.4%) of the respondents indicated feeling comfortable asking the WIC staff questions. Very few (1.1%) reported that they do not feel comfortable asking the staff questions, and 1.6% stated that they did not ask any questions.

Figure 9.

Q33. Overall, how happy are you with the quality of service that you receive at the clinic?



When you were asked personal questions, were the questions asked in a private setting where others could not hear?

The vast majority (90.9%) of respondents indicated that they were asked questions in a private setting where others could not hear, 3.8% said they were not asked in a private setting, and 5.3% were unsure.

Overall, how happy are you with the quality of service that you receive at the clinic?

The majority (78.4%) of participants indicated that they were very happy with the quality of service that they receive at the clinic, 20.3% of respondents reported that they were happy, 1.2% were somewhat happy, and 0.1% were not happy with the

quality of the WIC clinic services provided (Figure 9). Almost all of respondents who completed the survey in English (98.7%) and those who completed the Spanish (98.4%) reported being either very happy or happy with the quality of service that they are receiving.

What suggestions do you have to improve WIC services?

A little over one-fourth (25.9%) of respondents chose to make a comment or suggestion on how to improve WIC services. The majority (57.8%) reported positive feedback and words of

appreciation, 6.8% suggested replacing WIC vouchers with EBT cards, 4.1% suggested upgrading their WIC clinic, 3.8% requested more quantity and variety of WIC approved foods, 3.5% suggested decreasing the waiting time while in the clinic, 3.0% said that customer service within their clinic needs to be improved, and 2.9% requested more options for scheduling WIC appointments. Other suggestions included creating a more child-friendly environment within the clinic (2.2%), 2.1% requested more variety and/or quantity of baby food and formula, 1.6% requested more Spanish speaking staff and classes in Spanish, 1.3% made a comment regarding the brand and size of WIC approved cereal, 1.3% suggested using more visible shelf tags for WIC approved foods, 1.2% requested more nutritional education options, and 1.0% suggested addressing the cashiers attitude/skills at grocery stores.

Conclusion

The 2012 WIC Participation Survey was completed to gain valuable information from WIC participants regarding topics such as grocery store and food experiences, technology use, and clinic experiences. As a result, the WIC program will be able to pinpoint problems or issues with the current system, explore ways to improve its services, strategically allocate resources, and determine areas where WIC is succeeding. However, when examining the results, it is important to realize that no randomized sampling design was used in the dissemination of this survey and, therefore, the data should be interpreted with caution.

The data suggest that the majority of survey respondents reported that clinic staff explained how to use the checks and that the biggest challenges were stores not having adequate stock of WIC approved items and the check-out process. Findings also proved that WIC does make a difference in the lives of its participants, with 98% of all respondents reporting at least one healthy change to their lifestyle, and many making multiple healthy changes. The results also concluded that about 50% of respondents would use technology resources such as text messaging and Facebook if they were available. The majority of survey respondents also noted that office staff was pleasant on the telephone, that they rarely or never wait longer than 15 minutes, that the clinic is respectful and welcoming, and that the clinics appear clean and organized. Finally, over 85% of survey respondents also reported that they feel the staff listens and seems interested in their concerns, and almost 99% of respondents reported that they are very happy or happy with the quality of service they receive at the WIC clinic. In conclusion, while interpreted with caution, these findings show that overall, the Indiana WIC program is doing well when it comes to how their clients perceive the program and its services.

Appendix A: Statewide WIC Survey Results, English and Spanish

1. Are you: (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Pregnant	927	19.2	847	19.3	80	18.4
Postpartum, breastfeeding	506	10.5	399	9.1	107	24.6
Postpartum, not breastfeeding	492	10.2	443	10.1	49	11.3
Parent and/or guardian of an infant on WIC	1,676	34.7	1,511	34.4	165	37.9
Parent and/or guardian of a child on WIC	2,604	54.0	2,386	54.4	218	50.1

3. What is your age:	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Mean age (years)	27.4	--	27.0	--	30.8	--
Range (years)	14-73	--	14-73	--	16-57	--
Age Category						
<19 years	412	8.5	396	9.1	16	3.6
20-29 years	2,868	59.5	2,690	61.5	178	39.8
30-39 years	1,260	26.1	1,049	24.0	211	47.2
>39 years	282	5.9	240	5.5	42	9.4
<i>Total Responses</i>	4,822	100.0	4,375	100.0	447	100.0
<i>Missing</i>	89		67		22	
<i>Total</i>	4,911		4,442		469	

4. What is the highest level of education you have completed?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
8th grade or less	222	4.6	81	1.8	141	30.9
9th grade – 11th grade	884	18.1	770	17.4	114	25.0
High school graduate or GED	1,727	35.4	1,601	36.2	126	27.6
Trade or technical school	167	3.4	131	3.0	36	7.9
Some college	1,313	26.9	1,285	29.1	28	6.1
College graduate or higher	566	11.6	554	12.5	12	2.6

4. What is the highest level of education you have completed?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
<i>Total Responses</i>	4,879	100.0	4422	100.0	457	100.0
<i>Missing</i>	32		20		12	
<i>Total</i>	4,911		4,442		469	

6. What is your ethnicity?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Hispanic origin	849	17.6	390	9.0	459	98.5
Not of Hispanic origin	3,974	82.4	3,967	91.0	7	1.5
<i>Total Responses</i>	4,823	100.0	4,357	100.0	466	100.0
<i>Missing</i>	88		85		3	
<i>Total</i>	4,911		4,442		469	

7. Please indicate your race(s) from the following list. (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
White	3,432	72.6	3,332	76.5	100	26.7
Black or African American	841	17.8	837	19.2	4	1.1
Asian or Pacific Islander	39	0.8	39	0.9	0	0
American Indian or Alaskan native	95	2.0	88	2.0	7	1.9
Other	496	10.5	227	5.2	269	72.0

8. Did the clinic staff explain how to use the WIC checks?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,793	99.1	4,349	99.1	444	98.9
No	44	0.9	39	0.9	5	1.1
<i>Total Responses</i>	4,837	100.0	4,388	100.0	449	100.0
<i>Missing</i>	74		54		20	
<i>Total</i>	4,911		4,442		469	

9. How easy is it for you to use your WIC checks?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Very easy	3,934	81.5	3,584	81.9	350	77.4
Somewhat easy	818	16.9	730	16.7	88	19.5
Somewhat hard	71	1.5	60	1.4	11	2.4
Very hard	7	0.1	4	0.1	3	0.7

Q10. If using WIC checks is hard, what is it that makes them difficult to use? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Didn't find using the checks to be hard	3,001	85.3	2,639	84.3	362	92.8
Staff never explained how to use the checks	17	0.5	12	0.4	5	1.3
There are too many checks	113	3.2	109	3.5	4	1.0
There are too many words	15	0.4	12	0.4	3	0.8
Words are too small	24	0.7	24	0.8	0	0
Too many foods listed on one check	72	2.1	69	2.2	3	0.8
Other	371	10.5	353	11.3	18	4.6

Q11. Are the foods listed on the food card easy to find in stores?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	2,996	62.1	2,679	61.3	317	70.6
Sometimes	1,724	35.8	1,608	36.8	116	25.8
No	102	2.1	86	2.0	16	3.6
<i>Total Responses</i>	4,822	100.0	4,373	100.0	449	100.0
<i>Missing</i>	89		69		20	
<i>Total</i>	4,911		4,442		469	

Q12. As a WIC customer at the grocery store, what challenges do you face? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Stores not having adequate stock of all items I need	1,809	44.6	1,718	46.2	91	27.1
Purchasing WIC foods separate from non-WIC foods	820	20.2	749	20.1	71	21.1
Locating WIC foods in the store	1,174	29.0	1,069	28.7	105	31.3
Check-out process	1,324	32.7	1,258	33.8	66	19.6
Language barriers	78	1.9	12	0.3	66	19.6
Using coupons with WIC purchases	106	2.6	95	2.6	11	3.3
Other	256	6.3	234	6.3	22	6.6

Q13. Where do you most frequently shop?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Kroger	1,859	38.4	1,645	37.5	214	47.5
Marsh	235	4.9	203	4.6	32	7.1
Meijer	429	8.9	367	8.4	62	13.8
Wal-Mart	2,253	46.5	2,027	46.2	226	50.1
Other chain or independent grocery store	1,103	22.8	1,039	23.7	64	14.2
Drug store or pharmacy (i.e. Walgreens, CVS)	20	0.4	18	0.4	2	0.4

Q15. What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Breastfed my baby	987	21.0	837	19.6	150	33.3
Breastfed my baby longer	623	13.2	507	11.9	116	25.8
Eat more fruits and vegetables	3,727	79.1	3,349	78.6	378	84.0
Eat more whole grains	2,676	56.8	2,393	56.2	283	62.9
Eat more iron-rich foods	1,549	32.9	1,276	30.0	273	60.7
Eat less high-fat foods	1,357	28.8	1,123	26.4	234	52.0
Eat less fast food	1,890	40.1	1,683	39.5	207	46.0

Q15. What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Drink lower fat milk	1,663	35.3	1,366	32.1	297	66.0
Drink more water	2,271	48.2	1,988	46.7	283	62.9
Drink fewer sugary drinks	1,709	36.3	1,485	34.9	224	49.8
Smoked less or quit smoking	765	16.2	705	16.6	60	13.3
Exercise more	1,228	26.1	1,064	25.0	164	36.4
Got my kids immunized	828	17.6	654	15.4	174	38.7
Other	122	2.6	109	2.6	13	2.9

Q16. How would you like to be reminded about your WIC appointments?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Phone call	3,184	65.7	2,812	64.0	372	81.9
Postcard	941	19.4	857	19.5	84	18.5
E-mail	347	7.2	330	7.5	17	3.7
Text message	1,636	33.7	1,540	35.0	96	21.2

Q17. How would you like to receive information from WIC? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Brochures/Pamphlets	2,318	48.1	2,019	46.2	299	66.4
Classes	527	10.9	444	10.2	83	18.4
One-on-one contact	857	17.8	773	17.7	84	18.7
DVD/Video	296	6.1	230	5.3	66	14.7
E-mail	1,150	23.9	1,115	25.5	35	7.8
Text message	1,435	29.8	1,359	31.1	76	16.9
Internet	465	9.6	439	10.0	26	5.8
Phone call	1,812	37.6	1,623	37.1	189	42.0
Other	95	2.0	91	2.1	4	0.9

Q18. How often do you use the following types of technology/social media? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
18a. Text messaging						
Everyday	3,636	77.7	3,463	80.7	173	44.8
Sometimes	561	12.0	438	10.2	123	31.9
Rarely	231	4.9	184	4.3	47	12.2
Never	250	5.3	207	4.8	43	11.1
<i>Total Responses</i>	4,678	100.0	4,292	100.0	386	100.0
<i>Missing</i>	233		150		83	
18b. Blogging						
Everyday	131	3.4	126	3.4	5	2.4
Sometimes	270	7.0	248	6.7	22	10.7
Rarely	420	10.8	395	10.7	25	12.1
Never	3,066	78.9	2,912	79.1	154	74.8
<i>Total Responses</i>	3,887	100.0	3,681	100.0	206	100.0
<i>Missing</i>	1,024		761		263	
18c. E-mail						
Everyday	1,525	35.8	1,489	37.1	36	14.12
Sometimes	1,241	29.1	1,162	29.0	79	31.0
Rarely	750	17.6	708	17.7	42	16.5
Never	749	17.6	651	16.2	98	38.4
<i>Total Responses</i>	4,265	100.0	4,010	100.0	255	100.0
<i>Missing</i>	646		432		214	
18d. Facebook						
Everyday	2,292	51.7	2,224	53.5	68	24.2
Sometimes	1,029	23.2	962	23.2	67	23.8
Rarely	466	10.5	424	10.2	42	15.0
Never	649	14.6	545	13.1	104	37.0
<i>Total Responses</i>	4,436	100.0	4,155	100.0	281	100.0
<i>Missing</i>	475		287		188	

Q18. How often do you use the following types of technology/social media? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number		Number	Percent
18e. Twitter						
Everyday	214	5.4	213	5.7	1	0.5
Sometimes	155	3.9	147	3.9	8	3.8
Rarely	244	6.1	234	6.2	10	4.8
Never	3,359	84.6	3,169	84.2	190	90.9
<i>Total Responses</i>	3,972	100.0	3,763	100.0	209	100.0
<i>Missing</i>	939		679		260	
<i>Total</i>	4,911		4,442		469	

Q19. Where do you normally access the Internet?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Home	2,972	62.3	2,772	63.7	200	47.5
Work	403	8.4	391	9.0	12	2.9
School	311	6.5	307	7.1	4	1.0
Public Library	598	12.5	524	12.0	74	17.6
Friend or family's house	669	14.0	628	14.4	41	9.7
Cell phone or smartphone	2,108	44.2	2,011	46.2	97	23.0
Other	64	1.3	59	1.4	5	1.2
I do not have access to the internet	225	4.7	114	2.6	111	26.4

Q20. Do you own a Smartphone (i.e. iPhone/Android/Blackberry)?	State		English		Spanish	
	Number	Percent	Number		Number	Percent
Yes	2,308	48.3	2,198	50.5	110	25.7
No	2,472	51.7	2,154	49.5	318	74.3
<i>Total Responses</i>	4,780	100.0	4,352	100.0	428	100.0
<i>Missing</i>	131		90		41	
<i>Total</i>	4,911		4,442		469	

Q21. Have you ever visited the Indiana State Department of Health WIC Web site (www.in.wic.gov)?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	1,191	25.0	1,157	26.6	34	7.9
No	3,582	75.0	3,187	73.4	395	92.1
<i>Total Responses</i>	4,773	100.0	4,344	100.0	429	100.0
<i>Missing</i>	138		98		40	
<i>Total</i>	4,911		4,442		469	

Q22. Would you use the following WIC resources if they were available? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
WIC info via Facebook	2,299	48.5	2,134	49.3	165	39.8
WIC info via Twitter	147	3.1	125	2.9	22	5.3
WIC info via YouTube	318	6.7	249	5.8	69	16.6
WIC info via text message	2,412	50.8	2,259	52.2	153	36.9
WIC info via e-mail	1,558	32.8	1,467	33.9	91	21.9
I would not use any of the above WIC resources	391	8.2	302	7.0	89	21.5
I don't know	846	17.8	756	17.5	90	21.7

Q23. How do you typically get to the clinic?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Drive myself	3,830	79.5	3,577	81.9	253	56.5
Public transportation	153	3.2	130	3.0	23	5.1
Get a ride	1,064	22.1	854	19.6	210	46.9
Walk	220	4.6	182	4.2	38	8.5
Other	49	1.0	46	1.1	3	0.7

Q24. Was the office staff pleasant to you on the telephone?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,733	99.0	4,298	99.1	435	98.2
No	49	1.0	41	0.9	8	1.8
<i>Total Responses</i>	4,782	100.0	4,339	100.0	443	100.0
<i>Missing</i>	129		103		26	
<i>Total</i>	4,911		4,442		469	

Q25. If you had your first clinic visit within the last year, did you receive your WIC checks at your first visit?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	3,240	68.6	2,857	66.7	383	87.2
No	79	1.7	65	1.5	14	3.2
My first clinic visit was not within the last year	1,402	29.7	1,360	31.8	42	9.6
<i>Total Responses</i>	4,721	100.0	4,282	100.0	439	100.0
<i>Missing</i>	190		160		30	
<i>Total</i>	4,911		4,442		469	

Q26. If you answered “No” to question 25, what was the reason you did not receive your WIC checks?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
I did not have all of the required paperwork	37	55.2	29	53.7	8	61.5
Computer issue	3	4.5	3	5.6	0	0
There was not enough time	4	6.0	3	5.6	1	7.7
Clinic was short-staffed	1	1.5	1	1.9	0	0
Too long of a wait	0	0	0	0	0	0
I didn't know I needed to bring my child	6	9.0	3	5.6	3	23.1
Other	19	28.4	18	33.3	1	7.7

Q27. Do you/your child wait in the WIC clinic waiting room longer than 15 minutes?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Always	121	2.6	95	2.2	26	5.9
Usually	512	10.8	407	9.4	105	23.9
Rarely	2,186	46.0	1,977	45.9	209	47.6
Never	1,930	40.6	1,831	42.5	99	22.6
<i>Total Responses</i>	4,749	100.0	4,310	100.0	439	100.0
<i>Missing</i>	162		132		30	
<i>Total</i>	4,911		4,442		469	

Q28. Does the clinic atmosphere seem respectful and welcoming?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,704	98.0	4,271	98.1	433	97.3
No	41	0.9	35	0.8	6	1.4
Comment	190	4.0	175	4.0	15	3.4

Q29. How does the clinic appear to you?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Clean and organized	4,683	97.6	4,256	97.7	427	96.6
Needing changes	94	2.0	82	1.9	12	2.7
Comment	149	3.1	136	3.1	13	2.9

Q30. Does the WIC staff listen to you/your child's concerns and seem interested in helping you/your child?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Always	4,069	85.3	3,741	86.2	328	76.3
Usually	662	13.9	569	13.1	93	21.6
Rarely	27	0.6	21	0.5	6	1.4
Never	11	0.2	8	0.2	3	0.7
<i>Total Responses</i>	4,769	100.0	4,339	100.0	430	100.0
<i>Missing</i>	142		103		39	
<i>Total</i>	4,911		4,442		469	

Q31. Do you feel comfortable asking the staff questions?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,683	97.4	4,266	97.5	417	95.9
No	51	1.1	40	0.9	11	2.5
I did not ask any questions	75	1.6	68	1.6	7	1.6
<i>Total Responses</i>	4,809	100.0	4,374	100.0	435	100.0
<i>Missing</i>	102		68		34	
<i>Total</i>	4,911		4,442		469	

Q32. When you were asked personal questions, were the questions asked in a private setting where others could not hear?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,344	90.9	3,979	91.5	365	85.3
No	183	3.8	153	3.5	30	7.0
Unsure	251	5.3	218	5.0	33	7.7
<i>Total Responses</i>	4,778	100.0	4,350	100.0	428	100.0
<i>Missing</i>	133		92		41	
<i>Total</i>	4,911		4,442		469	

Q33. Overall, how happy are you with the quality of service that you receive at the clinic?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Very happy	3,766	78.4	3,471	79.5	295	67.5
Happy	975	20.3	840	19.2	135	30.9
Somewhat happy	57	1.2	50	1.2	7	1.6
Not happy	5	0.1	5	0.1	0	0
<i>Total Responses</i>	4,803	100.0	4,366	100.0	437	100.0
<i>Missing</i>	108		76		32	
<i>Total</i>	4,911		4,442		469	

APPENDIX B: WIC Participation Survey

WIC Participation Survey



As part of our effort to continually improve the Indiana WIC program, we are asking participants to complete a satisfaction survey. Please take a few minutes to tell us about your WIC experience. Your responses will be kept confidential, and the collected survey information will be used to help us better serve you and other WIC participants. We sincerely appreciate your time and input.

Section 1. Demographics

1. Are you: (Check all that apply.)

- ☐ Pregnant
- ☐ Postpartum, breastfeeding
- ☐ Postpartum, not breastfeeding
- ☐ Parent and/or guardian of an infant on WIC
- ☐ Parent and/or guardian of a child on WIC

2. What WIC clinic do you regularly visit?

3. What is your age?

4. What is the highest level of education you have completed? (Check one.)

- | | |
|---|---|
| <input type="checkbox"/> 8 th grade or less | <input type="checkbox"/> Trade or technical school |
| <input type="checkbox"/> 9 th grade – 11 th grade | <input type="checkbox"/> Some college |
| <input type="checkbox"/> High school graduate or GED | <input type="checkbox"/> College graduate or higher |

5. What is your home zip code?

6. What is your ethnicity? (Check one.)

- ☐ Hispanic origin
- ☐ Not of Hispanic origin

7. Please indicate your race(s) from the following list. (Check all that apply.)

- ☐ American Indian or Alaskan Native
☐ Asian or Pacific Islander
☐ Black
☐ White
☐ Other: _____

Section 2. Foods

8. Did the clinic staff explain how to use the WIC checks?

- ☐ Yes
☐ No

9. How easy is it for you to use your WIC checks?

- ☐ Very easy
☐ Somewhat easy
☐ Somewhat hard
☐ Very hard

10. If using WIC checks is hard, what is it that makes them difficult to use? (Check all that apply.)

- ☐ Didn't find using the checks to be hard.
☐ Staff never explained how to use the checks.
☐ There are too many checks.
☐ There are too many words.
☐ Words are too small.
☐ Too many foods listed on one check.
☐ Other: _____

11. Are the foods listed on the food card easy to find in stores?

- ☐ Yes
☐ Sometimes
☐ No

12. As a WIC customer at the grocery store, what challenges do you face? (Check all that apply.)

- ☐ Stores not having adequate stock of all items I need
- ☐ Purchasing WIC foods separate from non-WIC foods
- ☐ Locating WIC foods in the store
- ☐ Check-out process
- ☐ Language barriers
- ☐ Using coupons with WIC purchases
- ☐ Other: _____

13. Where do you most frequently shop? (Check one.)

- ☐ Kroger
- ☐ Marsh
- ☐ Meijer
- ☐ Wal-Mart
- ☐ Other chain or independent grocery store: _____
- ☐ Drug store or pharmacy (i.e. Walgreens, CVS)

14. How can WIC make fruit and vegetable vouchers easier to use?

- ☐ Please explain: _____

15. What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)

- ☐ Breastfed my baby
- ☐ Breastfed my baby longer
- ☐ Eat more fruits and vegetables
- ☐ Eat more whole grains
- ☐ Eat more iron-rich foods
- ☐ Eat less high-fat foods
- ☐ Eat less fast food
- ☐ Drink lower fat milk
- ☐ Drink more water
- ☐ Drink fewer sugary drinks
- ☐ Smoked less or quit smoking
- ☐ Exercise more
- ☐ Got my kids immunized
- ☐ Other: _____

Section 3. Technology

16. How would you like to be reminded about your WIC appointments?

- ☐ Phone call
☐ Postcard
☐ E-mail
☐ Text message

17. How would you like to receive information from WIC? (Check all that apply.)

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Brochures/Pamphlets | <input type="checkbox"/> E-mail |
| <input type="checkbox"/> Classes | <input type="checkbox"/> Text message |
| <input type="checkbox"/> One-on-one contact | <input type="checkbox"/> Internet |
| <input type="checkbox"/> DVD/Video | <input type="checkbox"/> Phone call |
| | <input type="checkbox"/> Other: _____ |

18. How often do you use the following types of technology/social media? (Check all that apply.)

	Everyday	Sometimes	Rarely	Never
Text messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blogging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E-mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Where do you normally access the Internet?

- ☐ Home
☐ Work
☐ School
☐ Public Library
☐ Friend or family's house
☐ Cell phone or smartphone
☐ Other: _____
☐ N/A: I do not have access to the Internet

20. Do you own a Smartphone (i.e. iPhone/Android/Blackberry)?

- ☐ Yes
☐ No

21. Have you ever visited the Indiana State Department of Health WIC Web site (www.wic.in.gov)?

- ☐ Yes
☐ No

22. Would you use the following WIC resources if they were available? (Check all that apply.)

- ☐ WIC info via Facebook
☐ WIC info via Twitter
☐ WIC info via YouTube
☐ WIC info via text message
☐ WIC info via e-mail
☐ I would not use any of the above WIC resources.
☐ I don't know.

Section D. Clinic Experience

1. How do you typically get to the clinic?

- ☐ Drive myself
☐ Public transportation
☐ Get a ride
☐ Walk
☐ Other: _____

2. Was the office staff pleasant to you on the telephone?

- ☐ Yes
☐ No

3. If you had your first clinic visit within the last year, did you receive your WIC checks at your first visit?

- ☐ Yes
☐ No
☐ My first clinic visit was not within the last year

4. If you answered “No” to question 3, what was the reason you did not receive your WIC checks?

- ☐ I did not have all of the required paperwork.
- ☐ Computer issue
- ☐ There was not enough time
- ☐ Clinic was short-staffed
- ☐ Too long of a wait
- ☐ I didn't know I needed to bring my child
- ☐ Other: _____

5. Do you/your child wait in the WIC clinic waiting room longer than 15 minutes?

- ☐ Always
- ☐ Usually
- ☐ Rarely
- ☐ Never

6. Does the clinic atmosphere seem respectful and welcoming?

- ☐ Yes
- ☐ No
- ☐ Comment (Optional): _____

7. How does the clinic appear to you?

- ☐ Clean and organized
- ☐ Needing changes
- ☐ Comment (Optional): _____

8. Does the WIC staff listen to you/your child's concerns and seem interested in helping you/your child?

- ☐ Always
- ☐ Usually
- ☐ Rarely
- ☐ Never

9. Do you feel comfortable asking the staff questions?

- ☐ Yes
- ☐ No
- ☐ I did not ask any questions

10. When you were asked personal questions, were the questions asked in a private setting where others could not hear?

- ☐ Yes
☐ No
☐ Unsure

11. Overall, how happy are you with the quality of service that you receive at the clinic?

- ☐ Very happy
☐ Happy
☐ Somewhat happy
☐ Not happy

12. What suggestions do you have to improve WIC services?

☐ Comment (Optional):

In accordance with Federal Law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

To file a complaint of discrimination, write USDA, Director, Office of Adjudication, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call toll free (866) 632-9992 (Voice). Individuals who are hearing impaired or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

USDA is an equal opportunity provider and employer.